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**Date:** 10/1/2009

**GAIN Report Number:** NZ9017

## **New Zealand**

### **EXPORTER GUIDE ANNUAL**

#### **Annual Report**

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**Report Highlights:**

New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years reaching US \$1,729 billion in CY 2008. Australia is New Zealand's largest supplier with a 47% share, followed by the United States (10.2%) and China (4.3%). Leading imports from the United States include pet food, food preparations, frozen meat products, fruit & vegetable juices, fresh fruit, nuts, dried fruits and sauces/condiments etc.

**Post:**

Wellington

**Author Defined:**

# SECTION I: MARKET OVERVIEW

## Overview

New Zealand lies in the southwest Pacific Ocean and consists of two main islands and several smaller islands. It is comparable in size to Japan and has a population of 4.33 million people. The capital and seat of government is the city of Wellington, which is situated on the southernmost part of the North Island. It is a largely urbanized society with over half of the population residing in the four largest cities: Auckland, Wellington, Christchurch and Hamilton. According to Statistics New Zealand, approximately one-third of New Zealanders live in Auckland.

<b>Quick Facts</b> (2009/June year unless otherwise indicated))	
Population	4.33 million
Real GDP	134.2 (NZ\$ billion/March 2009)
Real GDP Per Capita Growth	-1.1% (March 2009 year)
Unemployment Rate	6%
Consumer Price Inflation	1.9%

Source: Statistics New Zealand and BICO Reports, 2009

Formerly a colony of England, the majority of New Zealanders are of European descent. However, New Zealand has an increasingly multi-cultural population. According to the 2006 census, which is the latest data available, the indigenous Māori are the largest ethnic group accounting for almost 15% of the total population, followed by Asian New Zealanders at 9%, and Pacific Island New Zealanders at 7%. New Zealanders of European descent account for approximately 68% of the population, down from 83% in 1996. Asians are the fastest growing ethnic group, up 50% from the 1996 census, followed by Pacific Islanders, up 8% from 1996. As of June 2009, net migration was 12,600 individuals with 75,700 departures (down 6 percent since 2008) and 88,300 arrivals (up 4 percent since 2008).

According to June 2008 estimates, approximately 21% of the population is under the age of 15 and 12.5% is over the age of 65. The median age in New Zealand is 36.6.

<b>Population Summary of New Zealand</b> (2006 Census)			
<b>Ethnic Group</b>	<b>1996</b>	<b>2001</b>	<b>2006</b>
European	2,783,028	2,879,085	2,609,592
Maori	434,847	523,374	565,329
Pacific Islanders	167,070	202,233	265,974
Asian	99,759	173,502	354,552
Middle Eastern, Latin American and African	6,330	15,288	34,743
Other Ethnic Groups*	267	516	430,881
Total People, not elsewhere included	28,221	151,788	150,705
<b>Total</b>	<b>3,373,926</b>	<b>3,618,303</b>	<b>3,860,163</b>

Source: 2006 Census, Statistics New Zealand

\*In 1996 & 2001 census, Other Ethnicity Category was counted in European category.

<b>Income Facts</b> (2008/June Year)	
<b>Income Category</b>	<b>Average Income</b>
Median Income	NZ \$27,924
Median Income for Men	NZ \$35,880
Median Income for Women	NZ \$21,476
Median Family Income	NZ \$66,092

Source: NZ Income Survey June 2008. Statistics New Zealand

New Zealand has a stable economy that is heavily reliant on trade. Leading exports include dairy products, meat, logs/wood, crude oil, mechanical machinery, fruit, fish, and aluminium. Top imports include petroleum, machinery, vehicles, textiles, plastics, and iron and steel.

The top five export destinations for New Zealand products are Australia, the United States, the People's Republic of China, Japan and the United Kingdom. Australia is the leading supplier to the New Zealand market followed by the People's Republic of China, the United States, Japan and Germany.

Although long characterized as a "sunset" industry, agriculture remains cornerstone of the New Zealand economy accounting for over 50% of total exports. Approximately 80-90% of New Zealand's agricultural production is exported.

Agricultural trade between the U.S. and New Zealand runs strongly in favor of New Zealand. However, U.S. agricultural, forestry and fishery exports to New Zealand reached a

record \$235 million in 2008, up 6% from the previous year. Leading export categories to New Zealand include fresh fruit (grapes, oranges, stone fruit, apples, pears, lemons, limes and cherries), pet food, processed fruits and vegetables, and fresh/chilled/frozen red meat. Fresh fruit exports continue to show significant growth, up more than 11% in 2008, along with processed fruit and vegetables (up 61%), pet food (up 32%) and other consumer-oriented products (up 47%). U.S. imports from New Zealand were \$2.134 billion in 2008, up 2.5% from the previous year. On a value basis, the leading import categories are beef, dairy products, wine and softwood lumber.

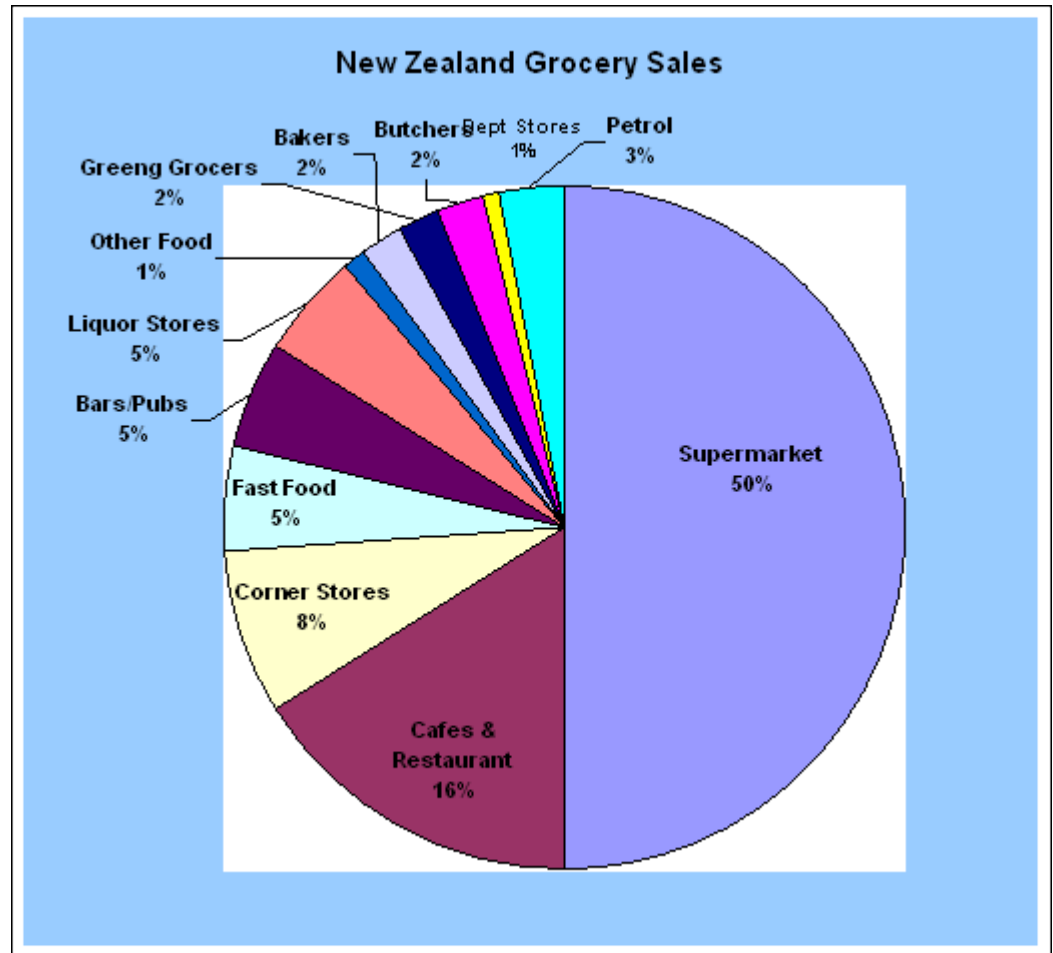
US-NZ Agricultural Trade	
U.S. Ag Exports to New Zealand	US \$235 million
U.S. Ag Imports from New Zealand	US \$2.139 billion

(Source: USDA BICO Report)

Click here for an [interactive map](#) of New Zealand that shows the major ports and airports on both the North Island and the South Island.

### **Retail Grocery Sector**

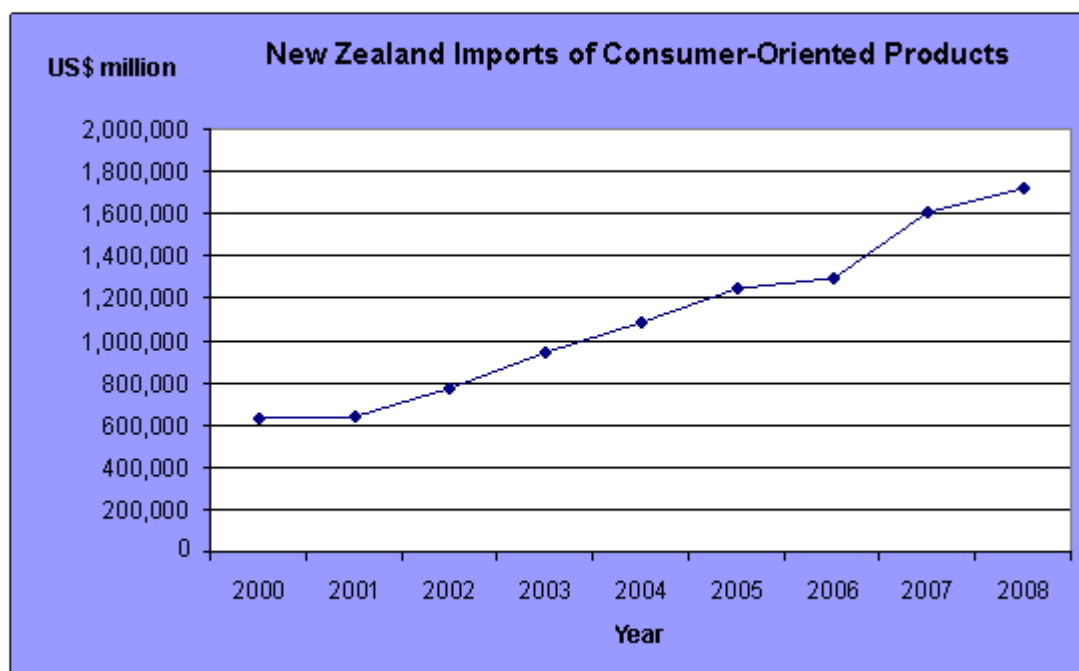
The retail grocery market in New Zealand is well developed with supermarkets, small-scale grocery stores, fresh food specialty stores and convenience stores in all of the major population centers. New Zealand's retail grocery sales in 2008 (June year) were valued at over NZ\$24.6 billion (US \$17.22 billion). Approximately 50% of sales, NZ\$12.7 billion (US\$8.89 billion), were made through supermarkets followed by cafes and restaurants at 16%, corner stores at 8%, fast food outlets at 5%, bars/pubs and clubs at 5%, and other outlets at 16%. *(Source: Coriolis Research, June 2008 report)*



Source: Coriolis Research, June 2008

### Consumer-Oriented Food Product Trade

New Zealand's imports of consumer-oriented agricultural products have trended upward over the past several years reaching US \$1,729 billion in CY 2008. Australia is New Zealand's largest supplier with a 47% share, followed by the United States (10.2%) and China (4.3%). Leading consumer-oriented imports from Australia include wine, food preparations (including food crystals, powders, nut pastes etc.), snack foods, bread/cookies/cakes, pet food and frozen meat products etc. Leading imports from the United States include pet food, food preparations, frozen meat products, fruit & vegetable juices, fresh fruit, nuts, dried fruits and sauces/condiments etc. New Zealand consumer-oriented imports from China are expanding rapidly, up from US\$ 48 million in 2006 to US\$ 75 million in 2008. Top import categories include apple juice, sugar confectionery products, peanuts, food preparations, baked bakery products, frozen/cooked vegetables, prepared peaches, pasta, starches, fresh/dried nuts etc. (*Source: Global Trade Atlas*)



Source: Global Trade Atlas

### Advantages and Challenges for U.S. Consumer Food Exporters

Advantages	Challenges
Familiar business and cultural environment and no language barriers to overcome.	New Zealand labeling laws are different from those in the U.S.
U.S. products enjoy a quality reputation along with their novelty status.	Growing competition from China in the consumer-oriented food category.
Minimum barriers to trade including low tariffs ranging between 0 and 5%.	Strict phytosanitary/sanitary regulations with regard to fresh produce and meats.
Opportunities to market U.S. fresh products during New Zealand's off-season due to the counter seasonal nature of the markets.	Consumer foods imported from Australia are duty free, while U.S. products are assessed tariffs between 0 and 7%. Some Canadian products have preferential tariff treatment.
Some supermarkets make individual buying decisions.	
Ease of doing business and size of market make it a good fit for new-to-export and small to medium companies.	New Zealand retail market is highly consolidated and dominated by two supermarket chains.
NZ practices rules, risk and science-based approach to trade	Distance from United States results in high transportation costs

## **SECTION II: EXPORTER BUSINESS TIPS**

- New Zealand is a well-developed market. Establishing good working relationships with importers/distributors is key to entering the New Zealand marketplace. Approximately 90% of all imported food products are purchased and distributed within New Zealand by importers/distributors.
- New Zealand supermarkets mainly purchase imported products from importers and distributors rather than importing directly. In the case of Foodstuffs, interested U.S. exporters should contact each of the regional offices directly as they can make buying decisions independently of each other. (Please see Section V for contact information.)
- Tariffs assessed on U.S. food products range from zero to 5%. Tariff rates can be checked at [Working Tariff Document of New Zealand](#) on the New Zealand Customs website.
- General sales tax (GST) on domestic and imported products is 12.5%.
- The cost of international freight can be a fairly significant percentage of the final cost of a product. U.S. exporters can contact freight forwarders in the United States to determine transportation cost. New Zealand importers and distributors can arrange shipment with the help of customs brokers in New Zealand.
- High quality products with innovative packaging and unique features that are price competitive tend to do well in the New Zealand market.
- Fresh U.S. produce is an especially welcome addition to New Zealand retail shelves during winter in the Southern Hemisphere.
- Innovative, environmentally-friendly packaging has an advantage in retail food products.
- New Zealand has strict food standards and labeling requirements that are set out in the Australia New Zealand Food Standards Code. U.S. exporters are encouraged to review the Food and Agriculture Import Regulations and Standards (FAIRS) report for New Zealand which contains detailed information on New Zealand's food standards, labeling requirements, import regulations, etc. This report can be viewed at the following site: <http://www.fas.usda.gov/scripts/attacherep/default.htm>

## **SECTION III: MARKET STRUCTURE AND TRENDS**

### **Market Structure**

Two supermarket chains, Foodstuffs (NZ) Limited and Progressive Enterprises Limited, dominate the New Zealand retail sector, which is valued at NZ\$12.7 billion (US\$8.89 billion). Foodstuffs (NZ) Ltd. has a 57% share of the New Zealand grocery market and Progressive Enterprises has a 40% share.

## New Zealand Retail Market Distribution

Supermarket Group	Ownership	Market Share	Store Names
Foodstuffs (NZ) Ltd	New Zealand owned; made up of three independently owned co-operatives	57%	<ul style="list-style-type: none"> <li>• New World- Full service supermarkets</li> <li>• Pak'n'Save- Foodbarn/retail food warehouses</li> <li>• Write Price- Foodbarn/retail food warehouses</li> <li>• Four Square- Convenience grocery stores</li> <li>• On the Spot- Convenience stores</li> <li>•</li> </ul>
Progressive Enterprises	Owned by Woolworths Limited (Australia)	40%	<ul style="list-style-type: none"> <li>• Woolworth- Full service supermarkets</li> <li>• Foodtown- Full service supermarkets</li> <li>• Countdown- Discount supermarkets</li> <li>• Supervalue- Convenience grocery stores</li> <li>• Fresh Choice-Fresh and gourmet food stores</li> <li>• Woolworth Quick &amp; Micro- Convenience stores</li> </ul>
Independent Grocery Stores	New Zealand Owned	3%	<ul style="list-style-type: none"> <li>• Ethnic Shops</li> <li>• Asian Grocery stores</li> <li>• Independent Green Grocers</li> </ul>

Foodstuffs (NZ) Limited is one of the largest grocery distributors representing 705 stores in New Zealand (including 45 Pak N Save; 132 New World; 282 Four Square; 147 On the Spot; 3 Write Price stores; 2 Shoprite; 75 Liquorland 3 Duffy & Finns; and 16 Henry's Beer Wine and Spirit). The organization is comprised of three regional cooperatives: Foodstuffs (Auckland) Co-operative Society Limited, which covers the middle to upper North Island; Foodstuffs (Wellington) Co-operative Society Ltd, which covers the southern half of the North Island; and Foodstuffs (South Island) Co-operative Society Limited, which covers the entire South Island. Interested U.S. exporters should contact each of the regional Foodstuffs offices as they make buying decisions independently of each other. (Please see Section V for contact information.)

Foodstuffs (NZ) Limited recently acquired Liquorland chain stores from DB Breweries. With this acquisition, Foodstuffs will increase its presence in liquor sales not only through supermarkets nationwide but also through standalone liquor retail outlets.

Progressive Enterprises Limited (a subsidiary of the Australian company Woolworths Limited) has a 40% share of the New Zealand grocery market. Progressive Enterprises has 53 Woolworths stores, 29 Foodtown, 70 Countdown, 39 Supervalue, 15 Fresh Choice, and 22 Woolworths Micro and Quickstop convenience stores. All import purchasing decisions are made at its headquarters in Auckland.

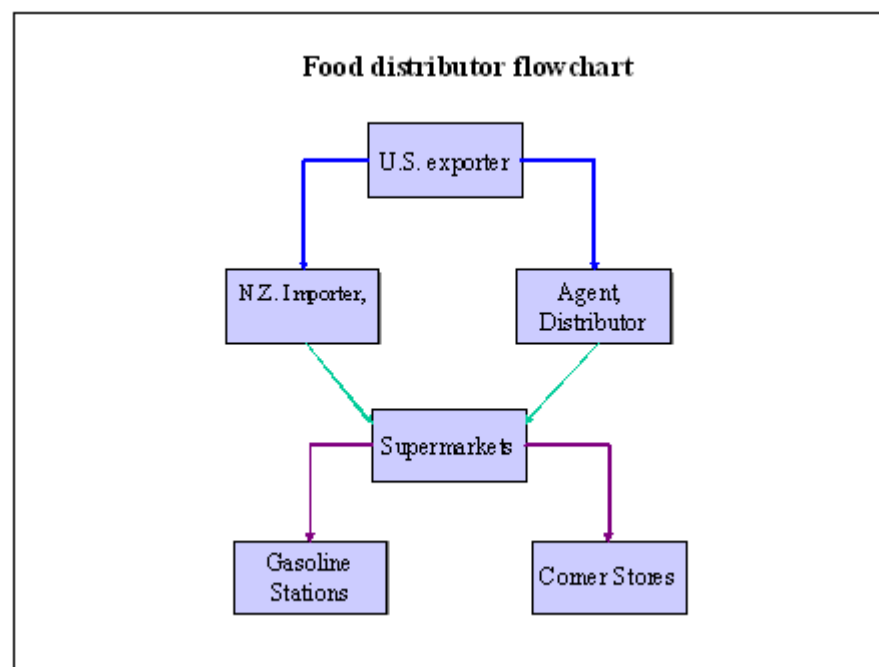


Progressive Enterprises recently announced that it will be eliminating its Foodtown and Woolworths brands over the next 5 years and replacing them with the “new generation Countdown” brand. Progressive plans to invest up to NZ\$1 billion in re-branding its stores over the next five years opening up to five new generation Countdown supermarkets and transform around 20 Woolworths, Foodtown and older Countdown stores to the new brand and format each year for the next five years. New stores will have a bigger grocery range and wider aisles, which is expected to provide a more pleasant shopping experience.

U.S. exporters interested in supplying the New Zealand market can work with importers, distributors or import brokers that target food category/merchandise managers at major wholesalers and supermarket chains. Approximately 90% of all imported food products are purchased and distributed within New Zealand by importers/distributors.

Indicative margins (as a guide only) for New Zealand importers/distributors are as follows:

- Importers: 05-20% of gross margin (i.e. percent of wholesale value)
- Distributors: 10-30% of gross margin (if funding promotional activities)  
10-20% of gross margin (if not funding promotional activities)
- Supermarkets: 15-20% of the wholesale value (depending on the category)
- Independent Grocers: 30-40% of the gross margin



## Market Trends

- As of June 2007 (latest available data), New Zealanders spent an average of NZ \$956.50 per week. Of this, 16% or NZ \$155.60 was spent on food. Approximately 44% of the weekly average expenditure on food was spent on grocery items; 12% on fresh fruits and vegetables; and 15% on meat, fish and poultry. Nearly a quarter of the weekly budget was spent on restaurants and take out meals and 5 percent was spent on non-alcoholic beverages (*Source: Household Economic Table, June 2007, Statistics New Zealand*)
- New Zealand is an increasingly multicultural society, which creates opportunities for ethnic foods including Asian, Mexican, Turkish and Indian.
- The recession and an uptick in food prices has impacted on food shopping habits in New Zealand. According to a survey conducted by The Nielsen Company, 97% of shoppers reported an increase in food and beverage prices and 80% changed the way they shop. Approximately, 81% of shoppers surveyed now check prices before making a buying decision, in comparison to 63% in June 2008. Approximately 65% of those surveyed were buying fewer luxury items. Instead, consumers are spending more on affordable treats that offer value for money (*Source: National Business Review, March 2009*)
- National Business Review reported that supermarket sales in January 2009 were up by 4.8% in comparison to the same period last year. Cafe and restaurant sales were down 2.4% and bar and club sales were down 4.7 %. (*Source: National Business Review, March 2009*)
- New Zealanders have one of the world's highest rates of allergy or food intolerance, with an estimated 25% suffering from some form of allergies including asthma, anaphylaxis, wheat, dairy and egg allergies. As a result, a growing category is gluten-free products. Estimated at NZ \$22.3 million in 2007, the gluten-free market is expected to grow by almost 30% per annum by 2011 to NZ \$50 million. (*Source: FMCG, June 2009*)
- According to the OECD Report- *The HealthCare Data 2009*, New Zealand ranks as the third most obese nation among the developed countries. The obesity rate among adults in 2007 was 26.5%, up from 25% in 2003 and 18% in 1997. (*Source: New Zealand Herald, July 2009*)

## Section IV: Best Consumer Oriented Product Prospects

Product Category	Total Imports 2007 (US \$1,000)	5 Year Average Annual Import Growth	Import Tariff Rate	Key Constraints over Market Development	Market Attractiveness for U.S.
<b>Fresh Grapes</b>	\$21,549	19%	Free	NZ is a small market; competition from Chilean and Australian grapes.	High growth potential. Consumers want fruits to be available year round.
<b>Fresh Fruits</b> (apricots, cherries, peaches, plums)	\$4,515	9%	Free	Some consumers have a slightly negative quality perception of imported fresh fruits.	U.S. can supply counter-seasonal fruit. Consumers want fruits to be available year round.
<b>Pears</b>	\$4,476	8%	Free	Consumer resistance to unfamiliar varieties.	NZ is one of the first markets to get the fresh pear crop.
<b>Citrus Fruit</b>	\$19,118	13%	Free	Small market	New Zealand consumers appreciate quality of U.S. citrus.
<b>Fruit and vegetable Juice</b>	\$96,636	20%	5-7%	U.S. products are expensive compared to products from some competitor countries.	Value-added juices/ concentrates with health and nutritional benefits have potential to grow.
<b>Processed Fruits &amp; Vegetables</b>	\$218,171	14%	0-7%	U.S. products are not always price competitive with product from China and other competitors.	U.S. has a reputation of supplying good quality product. To be successful, product must be price competitive.
<b>Dry Fruit</b> (dates, figs, raisins)	\$3,093	19%	Free	U.S. is price competitive in raisins; faces tough competition in dates/figs category.	Expanding demand for good quality and healthy foods.
<b>Dry Nuts</b> (almonds/ walnuts/ pistachios)	\$31,899	22%	Free	Competition from Australia and other countries; need to be price competitive to maintain market share.	U.S. dry nuts are considered high quality. Market share can be expanded if price competitive and promoted as healthy and nutritional snack food.
<b>Snack food</b> (confectionery, cocoa product, cookiess)	\$211,433	14%	6.5-7%	Australia is a leading supplier. Australia and New Zealand enjoy similar tastes/flavors in snack items.	Strong demand for convenience and snack food.
<b>Breakfast Cereal</b>	\$42,572	15%	Free	Strong competition from Australia.	Strong demand.
<b>Pet Food</b>	\$116,270	18%	0-7%	Price competitive products from Australia.	Strong demand for premium products.
<b>Wine</b>	\$127,216	9%	5%	Lack of importers handling U.S. wines	American style Zinfandel and Cabernet Sauvignon have potential to expand in this market.

## **Section V: Key Contacts**

### ***Foodstuffs (Wellington) Co-operative Society Limited***

PO Box 38-896

Kiln Street,

Silverstream

Wellington, New Zealand

Attn: Eve Kelly, Purchase Manager; Andrew Loveridge

Tel: +64-4-527-2510; 04-527-2655

Email: [eve.kelly@foodstuffs-wgtn.co.nz](mailto:eve.kelly@foodstuffs-wgtn.co.nz)

### **Foodstuffs (South Island) Co-operative Society Limited**

167, Main North Road,

Papanui

Christchurch, New Zealand

Attn: Graham May, Purchase Manager

Tel: +64-3-353-8648

Email: [gmay@foodstuffs-si.co.nz](mailto:gmay@foodstuffs-si.co.nz)

### **Foodstuffs (Auckland) Co-operative Society Limited**

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Auckland,

New Zealand

Attn: Mr. Tony Olson, Purchase Manager

Tel: +64-4-621-0641

Email:

### **Progressive Enterprises**

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Attn: Graham Walker, Business Manager

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**Food Standards Australia New Zealand (FSANZ)**

108 The Terrace  
Wellington 6036  
New Zealand  
Tel: 64-4-978-5631  
Fax: 64-4-473-9855  
Internet Homepage:

**New Zealand Food Safety Authority (NZFSA)**

68-86 Jervois Quay  
PO Box 2835  
Wellington  
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Phone: +64 4 463 2500  
Fax: +64 4 463 2501  
Email: [Rebecca.mcgill@nzfsa.govt.nz](mailto:Rebecca.mcgill@nzfsa.govt.nz)  
Internet Homepage: <http://www.nzfsa.govt.nz>

**Ministry of Agriculture and Fisheries (MAF)**

PO Box 2526  
Wellington  
New Zealand  
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Fax: 64-4-474-4111  
Internet Homepage:

**Restaurant Association of New Zealand**

P.O. Box 47 244  
Ponsonby  
Auckland, New Zealand  
Phone: 64-9- 378-8403  
Fax: 64-9- 378-8585

Internet Homepage:

## APPENDIX 1. STATISTICS

**Table A. Key Trade and Demographic Information**

Key Trade and Demographic Information		Year		
Agricultural Imports from All Countries (US\$ millions/U.S. Market Share (%))		(2008)	\$2,772	8.5%
Consumer Food Imports from All Countries (US\$ Millions)/U.S. Market Share (%)		(2008)	\$1,729	10%
Edible Fishery Imports from All Countries (US\$ millions)/U.S Market Share (%)		(2008)	\$108	4%
Total Population (Millions)/Annual Growth Rate		(2009)	4.33 million	-1.1%
Urban Population (Millions)		(2008)	2.27 m	52%
Number of Major Metropolitan Areas <sup>1</sup>			1	-
Size of the Middle Class (Thousands) <sup>2</sup> / Growth Rate			NA	NA
Per Capita Real Gross Domestic Product (US\$)		(2009 )	\$21,526 (NZ\$30,751)	-
Unemployment Rate (%)		(2008)	-	6%
Per Capita Food Expenditure (US\$)		(2007)	\$2,743 (NZ\$3,918)	-
Percent of Female Population Employed (June 2009)		(2009)	-	46.6%
Exchange Rate		(Sept 2009)	US\$1 = NZ\$1.40	

Source: U.N. Database; Statistics New Zealand

1/ Under the definition 'in excess of 1 million' there is only one city - Auckland with a population of 1,414,700. New Zealand has 4 large metropolitan areas (June 2008): Wellington region had a population of (473,800), Christchurch region (552,900), Hamilton region (402,200) and Auckland region (1.41 million).

**Table B. New Zealand Consumer-Oriented Food Product Imports**

New Zealand Top 15 Ranking	Imports (US\$)		
	2006	2007	2008
	1000\$	1000\$	1000\$
Australia	\$649,476,090	\$785,011,515	\$811,967,177
United States	\$124,481,377	\$155,770,217	\$177,588,997
China	\$48,390,468	\$67,426,100	\$75,428,848
France	\$27,099,953	\$38,039,424	\$51,903,480
Philippines	\$29,286,636	\$41,659,658	\$42,184,665
Italy	\$28,342,618	\$39,193,462	\$38,741,361
Netherlands	\$26,026,214	\$32,672,321	\$37,449,625
Canada	\$28,008,472	\$38,481,109	\$36,341,882
Thailand	\$22,566,873	\$28,483,971	\$34,166,502
Ireland	\$24,016,540	\$23,919,865	\$31,346,826
Saziland	\$33,667,443	\$40,007,605	\$29,179,737
Germany	\$15,640,371	\$25,593,418	\$25,315,148
South Africa	\$7,129,981	\$9,838,413	\$24,453,450
United Kingdom	\$20,027,059	\$21,812,240	\$20,242,255
Turkey	\$13,823,746	\$16,423,801	\$19,157,575
World	\$1,301,523,931	\$1,615,614,353	\$1,729,332,968

Source: Global Trade Atlas

**Table C. New Zealand Fish & Seafood Product Imports**

New Zealand Top 15 Ranking	Import (US\$)		
	2005	2006	2007
	\$1,000	\$1,000	\$1,000
Thailand	29,526,028	32,435,376	39,133,281
China	14,125,440	15,041,683	20,893,136
Canada	6,616,141	7,363,030	10,154,862
Vietnam	3,334,402	5,429,103	7,500,524
Australia	5,692,879	5,645,290	7,161,116
United States	1,913,305	4,339,820	4,289,602
Japan	1,219,210	1,776,916	3,443,612
Argentina	1,777,116	1,732,668	2,379,137
Chile	2,825,768	2,897,131	1,770,982
Fiji	1,182,693	1,341,643	1,626,989
Korea, South	1,942,093	1,030,918	1,420,184
Malaysia	1,067,414	1,576,875	1,386,803
India	2,220,097	2,609,192	1,088,188
Indonesia	738,080	1,568,199	826,630
World	80,197,697	89,898,243	108,145,869

Source: Global Trade Atlas

**Table D. New Zealand Imports of Agriculture, Fish & Forestry Products**

New Zealand Import (In Millions of dollars)	Imports from the world			Imports from the U.S.			U.S. Market Share		
	2006	2007	2008	2006	2007	2008	2006	2007	2008
<b>CONSUMER ORIENTED FOODS</b>	1,301	1,615	1,729	124	125	177	10%	10%	10%
Snack Foods (Excl Nuts)	155	195	211	03	03	03	2%	2%	2%
Breakfast Cereals & Pancake Mix	32	40	42	03	03	02	1%	1%	1%
Red Meats, Fresh/Chilled/Frozen	80	110	104	10	12	14	12%	11%	14%
Red Meats, Prepared/preserved	25	32	34	02	02	03	7%	8%	9%
Dairy Products (Excl. Cheese)	39	56	68	04	05	35	1%	1%	5%
Cheese	16	28	26	03	03	76	0.2%	0.1%	3%
Eggs & Products	02	01	02	01	03	11	3%	18%	45%
Fresh Fruit	91	115	121	24	31	32	26%	27%	27%
Fresh Vegetables	19	22	20	09	09	10	5%	4%	5%
Processed Fruits and Vegetables	152	186	218	14	15	24	9%	8%	11%
Fruit & Vegetable Juices	31	49	57	03	04	13	9%	8%	22%
Tree Nuts	17	30	32	07	08	05	28%	28%	18%
Wine & Beer	126	155	158	03	08	07	0.2%	0.5%	0.4%
Nursery Products & Cut Flowers	06	07	06	04	04	04	6%	6%	7%
Pet Foods (Dog & Cat Food)	51	58	67	21	22	30	47%	39%	45%
Other Consumer-oriented products	442	524	559	36	50	43	8%	9%	8%
<b>Fish &amp; Seafood Products</b>	80	89	108	02	04	04	2%	5%	4%
Salmon	06	06	08	01	02	01	24%	35%	17%
Surimi	06	06	07	0	.01	.03	0%	2%	5%
Crustaceans	22	29	27	0	.03	.06	0%	.5%	.5%
Ground & Flatfish	06	06	09	01	0.03	.10	0%	0%	1%
Molluses	10	06	12	01	02	03	1%	3%	3%
Other Fishery Products	27	34	43	0	01	01	0%	4%	5%
<b>AGRICULTURAL PRODUCTS TOTAL</b>	<b>1,867</b>	<b>2,313</b>	<b>2,772</b>	<b>160</b>	<b>196</b>	<b>231</b>	<b>9%</b>	<b>8%</b>	<b>8%</b>
<b>AGRICULTURAL, FISH &amp; FORESTRY TOTAL</b>	<b>2,058</b>	<b>2,541</b>	<b>3010</b>	<b>168</b>	<b>208</b>	<b>243</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>

Source: Global Trade Atlas



## **APPENDIX 2: DOMESTIC TRADE SHOWS**

There are three major domestic Food Trade Shows in New Zealand:

### ***Foodstuffs Food Show, Palmerston North (August 2010)***

This is a trade-only show that exclusively targets Foodstuffs Limited supermarket store owners/buyers and distributors from the Upper North Island and from the South Island. Foodstuffs Limited operates more than 628 supermarkets throughout New Zealand and controls about 57 percent of New Zealand's retail/supermarket food trade. This show alternates between fresh-produce showcase (including seafood, deli, butchery, fresh produce and bakery) and retail/grocery foods (packaged foods). Foodstuffs Food Show 2010 will focus on retail food products. Contact details are:

Foodstuff Food Show  
Silverstream  
Wellington, New Zealand  
Atn: Joanna Fefita  
Tel: +64-4-527-2607  
Email: Joanna.fifita@foodstuffs-wgtn.co.nz

### ***HospitalityNZ Show and Wine New Zealand, Auckland (August-22-24, 2010)***

This show attracts hospitality industry contacts and some local food importers/buyers. Around 7,000 visitors attend this show. It takes place every September in Auckland. Contact details are:

The XPO Group Ltd  
PO Box 9682 New Market  
Auckland, New Zealand  
Tel: 64-9-976-8300  
Fax: 64-9-379-3358  
Email: info@dmgworldmedia.co.nz  
Internet Homepage: <http://www.hospitalitynz.co.nz>

### ***Katrina Gordon Show (major metropolitan centers)***

This local food show takes place in 16 major cities of New Zealand, including Auckland, Wellington, Christchurch and Queenstown in different months throughout the year. For more information, contact:

Katrina Gordon Trade Shows  
PO Box 8647  
Christchurch, New Zealand  
Tel: 64-3-348-2042  
Fax: 64-3-348-0950  
Internet Homepage:

***The Food Show (major metropolitan centers)***

The Food Show is a consumer-focused food show. The show runs for four days, and has a preview day for trade and media group. Last year, Auckland show attracted 300 exhibitors and 37,000 visitors. Every year, it takes place in major cities of New Zealand, including Christchurch, Wellington and Auckland. Next year's Food Show will take place in following cities:

Christchurch, March 26-28, 2010  
Wellington, 14-16 May, 2010  
Auckland, July 29-01 August, 2010

For more information, contact:

The Food Show  
PO Box 47213, Ponsonby, Auckland, New Zealand  
**Phone** +64 9 376 4603  
**Fax** +64 9 378 7659  
Web: [www.foodshow.co.nz](http://www.foodshow.co.nz)

***Fine Food Show (New Zealand) –June 13-15, 2010, Auckland***

Fine Food Show New Zealand is being organized for the very first time in New Zealand. It will have the same format as Fine Food Show Australia, which has been running successfully in metro cities in Australia. It will be an international event and will attract companies from Europe, Australia, Asia and New Zealand. This show will focus on food and beverage and hospitality products. This will be a trade only event, visitors from the food industry will only be invited to the show.

For more information please contact:

Exhibition Sales Manager  
Fine Food Show New Zealand  
PO Box 47213, Ponsonby,

Auckland

Atn: Gail Lorigan

Tel: +64-9-376-4603

Email: [gail@finefoodsny.co.nz](mailto:gail@finefoodsny.co.nz)